



**KTVI**  
**2250 Ball Drive**  
**St. Louis, MO 63146**  
**(314)213-2222**

# CONTRACT

<u>Contract / Revision</u> 581784 /		<u>Alt Order #</u> 09837445
<u>Product</u> NRCC IE 2012		
<u>Contract Dates</u> 10/12/12 - 10/18/12		<u>Estimate #</u> 3313
<u>Advertiser</u> National Republican Congressional Committee		<u>Original Date / Revision</u> 10/08/12 / 10/08/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KTVI	<u>Account Executive</u> Jared Salles	<u>Sales Office</u> Washington DC
<u>Special Handling</u> Do Not Mail		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 84.20
<u>IDB#</u> 8380	<u>Advertiser Code</u> 155	<u>Product Code</u> 426
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**National Media Research Planning & Placement**  
**815 Slaters Lane**  
**Alexandria, VA 22314**

*COM*

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	2	10/15/12	10/15/12	530a-6a	530a-6a		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----				1	\$1,000.00	3.60			
N 2	2	10/17/12	10/17/12	530a-6a	530a-6a		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----				1	\$1,000.00	3.60			
N 3	2	10/18/12	10/18/12	530a-6a	530a-6a		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---				1	\$1,000.00	3.60			
N 4	2	10/12/12	10/12/12	Fox 2 Morning News	7a-730a		:30				NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--				1	\$1,400.00	4.80			
N 5	2	10/15/12	10/15/12	Fox 2 News at 7 am	7a-730a		:30				NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----				1	\$1,400.00	4.80			
N 6	2	10/16/12	10/16/12	Fox 2 Morning News	7a-730a		:30				NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----				1	\$1,400.00	4.80			
N 7	2	10/17/12	10/17/12	Fox 2 Morning News	7a-730a		:30				NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----				1	\$1,400.00	4.80			
N 8	2	10/18/12	10/18/12	Fox 2 News at 7 am	7a-730a		:30				NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---				1	\$1,400.00	4.80			
N 9	2	10/14/12	10/14/12	Fox 2 News Sunday Morning	8a-830a		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S				1	\$600.00	2.80			
N 10	2	10/12/12	10/12/12	M-F 9a-10a	9a-930a		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--				1	\$550.00	3.00			
N 11	2	10/15/12	10/15/12	M-F 9a-10a	9a-930a		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----				1	\$550.00	3.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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<u>Contract / Revision</u>	<u>Alt Order #</u>
581784 /	09837445

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/12/12 - 10/18/12	NRCC IE 2012	3313

<u>Advertiser</u>	<u>Original Date / Revision</u>
National Republican Cong	10/08/12 / 10/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 12	2	10/17/12	10/17/12	M-F 9a-10a	9a-930a		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/15/12	10/21/12	--W----				1	\$550.00	3.00			
N 13	2	10/16/12	10/16/12	M-F 430p-5p	430p-5p		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/15/12	10/21/12	-T-----				1	\$700.00	3.50			
N 14	2	10/17/12	10/17/12	M-F 430p-5p	430p-5p		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/15/12	10/21/12	--W----				1	\$700.00	3.50			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	2	10/15/12-10/21/12	M-F 430p-5p	430p-5p	---W-----	:30		<del>\$700.00</del>	3.50	NM		
	See MG 14.2												
	2	2	10/15/12-10/15/12	M-F 430p-5p	430p-5p	M-----	:30		\$700.00	3.50	NM		
	Ⓜ MG for 14.1 10/17												
N 15	2	10/18/12	10/18/12	M-F 430p-5p	430p-5p		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/15/12	10/21/12	---T---				1	\$700.00	3.50			
N 16	2	10/15/12	10/15/12	MLB World Series on FOX	6p-CC		:30				NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----				1	\$4,000.00	6.50			
N 17	2	10/18/12	10/18/12	MLB World Series on FOX	6p-CC		:30				NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/15/12	10/21/12	---T---				1	\$4,000.00	6.50			
N 18	2	10/15/12	10/15/12	9p News Delayed	930p-10p		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----				1	\$2,000.00	5.20			
N 19	2	10/16/12	10/16/12	9p News Delayed	930p-10p		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/15/12	10/21/12	-T-----				1	\$2,000.00	5.20			
N 20	2	10/13/12	10/13/12	9p News Delayed	10p-1030p		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-				1	\$1,200.00	3.70			
<b>Totals</b>												84.20	\$27,550.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/18/12	20	\$27,550.00	\$23,417.50
<b>Totals</b>	20	\$27,550.00	\$23,417.50

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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